

2001 GOODWILL GAMES, BRISBANE, QLD

Client
2001 Goodwill Games
Brisbane

Location
Brisbane, Queensland

Value
\$8.0m

Completion
2001



APP Corporation Pty Ltd
NSW 02 9957 6211
VIC 03 8866 0200
QLD 07 3238 0400
ACT 02 6285 1097
WA 08 9486 1144

www.app.com.au



The 2001 Goodwill Games in Brisbane is an international multi-sport event, similar in style, but smaller in scale to the Olympic Games.

Following our extensive role in delivering 19 Sydney 2000 Olympic projects, APP was appointed Project Manager for the event overlay on the Goodwill Games 2001.

World class athletes competed in sports such as athletics, gymnastics, beach volleyball, ice skating, boxing, basketball, swimming and diving in a mixture of existing and purpose-built venues.

APP's Events team of 14 project managers, managed the design and construction of \$6m worth of overlay works for all venues, sporting fields of play and public celebration components of the events.

This required program and project management in extremely tight budgets and timeframes to international broadcast standard.

Venue works included installation of over 7,000 temporary seats at the venues, installation of temporary facilities allowing for remote venue broadcast, installation of temporary front of house facilities (tents, toilets, portable buildings, catering facilities), installation of temporary services and sports lighting.

APP was also responsible for the design and fitout of all press facilities including the Main Press Centre, and design and installation of the Common Domain facilities, and Public Celebration elements for the Games.

These included Field of Play Sponsorship Signage, Venue Look Dressing, City Banner Program and Wayfinding Signage.

Significant savings were achieved by innovative programming and fast tracking temporary construction works to minimise venue and equipment hire costs.

The professional "look" and delivery of the end product was one of the key components of the Games being declared the "best ever" Goodwill Games by organising committee President Mike Plant at the Closing Event in September 2001.



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2001 GOODWILL GAMES, BRISBANE, QLD

**2001 Goodwill Games
Brisbane Limited**
ABN 72 083 954 170

Level 6 The Christie Centre
320 Adelaide Street
Brisbane Qld 4000 Australia
GPO Box 2110
Brisbane Qld 4001 Australia

Telephone +61 7 3233 2001
Facsimile +61 7 3233 2000
Email info@2001gwgbrisbane.com.au
www.goodwillgames.com

In reply please quote G0078130

20 November 2001

Mr Peter Kay
General Manager - Events
APP Events Pty Ltd
Level 4, APP House
53 Berry Street
NORTH SYDNEY NSW 2060



Dear Peter:

This is to acknowledge the contribution made by APP Events Pty Ltd to the success of the 2001 Goodwill Games, 29 August to 9 September.

The 2001 Goodwill Games, the biggest multi-sport event of the year, saw more than 1300 of the world's elite athletes compete in 14 of the most popular spectator sports across 8 competition venues. A spectacular program of entertainment and cultural activities augmented the sporting side of the Games, creating a sense of happening and excitement across Brisbane.

Labelled by the owners of the event, Goodwill Games Inc., as the "best Goodwill Games ever", APP Events Pty Ltd is to be acknowledged for the professional delivery and execution of the services provided. In all respects the service, effort, and commitment displayed by the APP Events Pty Ltd team was commendable and contributed to a highly successful event.

Yours sincerely,

Mr Campbell A. Rose
Chief Executive

Thursday, 29 November 2001
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